ABSTRACT OF THE DISCLOSURE

A rasterizer generates bitmap images of RGB on the
basis of object data inputted from a printer driver and
5   stores the result in an image memory. The rasterizer
brings attribute information representing attributes of
the input object data into correspondence with each
pixel of the generated bitmap images to store in an
attribute map memory. An image processing unit
10   converts RGB bitmap images stored in the image memory
into binary bitmap data for each of YMCK colors which
can be processed by an image forming unit. The
contents of conversion processing such as dither matrix
for binarization processing are switched on the basis
15   of the attribute information retained in the attribute
map memory.